

**Notice of Allowability**

Application No.

09/678,752

Examiner

Romain Jeanty

Applicant(s)

SHAFFER ET AL.

Art Unit

3623

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 8/17/2006.
2. ☒ The allowed claim(s) is/are 57,59-75,78-81,83-93,95-105,107-117,119-129 and 131-140.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some\* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.


Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
- (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
- 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
- (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_
7. ☐ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_

  
Romain Jeanty  
Primary Examiner  
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### **Allowable Subject Matter**

1. Claims 57, 59-75, 78-81, 83-93, 95-105, 107-117, 119-129, 131-140 are allowed.

### **Reasons for Allowance**

2. The following is an examiner's statement of reasons for allowance:

The present invention relate to selecting contact records for any geography of any size or shape that have a propensity to consume a specific product or service, and delivering these records with selected information appended, such as a contact name and a consumption propensity score, in a real-time environment over a public network such as the Internet.

The prior art of record is to Bates (US Patent No. 6,247,043). Bates discloses a method that implements various intelligent contact management operations to improve the productivity of users of electronic messaging systems. However, bates fails to teach a contact list wherein the characteristics of the contact list include a number a number of records in the contact list, the list specification for the contact list, and a cost of the contact list, taken in combination with a real-time, interactive method of building a contact list on a computer networked based on selected criteria as recited in independent claim 57.

The prior art of record is to Bates et al (US Patent No. 6,247,043). Bates disclose a method that implements various intelligent contact management operations to improve the productivity of users of electronic messaging systems. However, bates et al fail to teach a contact list wherein the characteristics of the contact list include a number a number of records in the contact list, the list specification for the contact list, and a cost of the contact list, taken in combination with a system for interactively generating a contact list in real-time based on selected criteria as recited in independent claim 69.

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The prior art of record is to Bates (US Patent No. 6,247,043). Bates discloses a method that implements various intelligent contact management operations to improve the productivity of users of electronic messaging systems. However, bates fails to teach a contact list wherein the characteristics of the contact list include a number a number of records in the contact list, the list specification for the contact list, and a cost of the contact list, taken in combination with a real-time method of building a contact list on a computer networked based on selected criteria as recited in independent claim 93.

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productivity of users of electronic messaging systems. However, bates fails to teach a contact list wherein the characteristics of the contact list include a number a number of records in the contact list, the list specification for the contact list, and a cost of the contact list, taken in combination with a real-time method of building a contact list on a computer network based on selected criteria as recited in independent claim 117 and 129.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### **Conclusion**

3. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

a. Mike (Contacts At Your Fingertip) discloses a contact management software system.

b. Microsoft (TH Enterprise Contact Management System) discloses a Contact Management system comprising a contact mailing list.

c. Retallic (WO97/49047A1) discloses a plurality of networked computer terminals for improved contact activity management and planning.

d. Gropper et al (WO00/48106) discloses the concept of loading contact data into a contact management or Personal Information Management system.

e. Root et al (WO98/49641) disclose a method for automated lead generation and a client contact management.


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Any inquiry concerning this communication or earlier communications from the examiner should be directed to Romain Jeanty whose telephone number is (571) 272-6732. The examiner can normally be reached on Mon-Thurs 7:30 am. to 6:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq R. Hafiz can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

October 30, 2006

  
Romain Jeanty  
Primary Examiner  
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